

Member National Editorial Association THE ELBA CLIPPER

THORNE LANE, Manager
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SUBSCRIPTION RATES
ONE YEAR, In Coffee, Pike, Crenshaw, Covington, Dale and Geneva Counties, \$2.88, tax 12c, Total \$3.00
ONE YEAR (Elsewhere) \$4.00
National and State Advertising Representatives: Alabama Newspaper Advertising Service, P. O. Box 2008, University, Alabama.

THE RIGHT APPROACH...

The Elba Police Department, with the backing of the Mayor and city council, has taken the best approach for safe driving in Elba.

There are many things that promote safety in the streets, such as constant publicity by newspaper, radio and TV, and by demonstrations in the schools.

But all of these combined are not half as effective as arrests and fines. That is the course being pursued in Elba. Arrests are being made at a rate of about one a day. Police have been instructed to warn each offender for first offense, then make arrests.

And Mayor Dorris Roberts has been making the arrests stick. He imposes fines.

Let it be hoped that it will be a permanent practice and not a temporary campaign.

CONGRATULATIONS, MR. SEGALL...

Our heartfelt congratulations to Mr. Manuel Segall who has just obtained full ownership of The Enterprise Ledger.

Mr. Segall announced last week that the Enterprise Ledger, Inc., of which he is president, purchased all the outstanding stock of the company from Southern Newspapers, Inc., of Guntersville, effective September 1. Southern Newspapers had bought a half interest in the Ledger from Clark Edwards in January, 1954, and later purchased the remaining half.

During this time Mr. Segall was a stockholder in The Ledger. Again, we say: congratulations on obtaining full ownership.

A GOOD SLOGAN...

The Coffee County Baptist Association is so convinced of the wisdom of separation of church and state that it carries the following slogan on the outside of its mail envelopes:

"Maintain Constitutional Government—

"Keep Church and State Separate".

Separation of Church and State is the only way to keep a church religious. When they cease to be separate, either the state will control the church or the church will control the state. Either way, it's bad.

The best way is complete separation.

FROM OUR EARLY FILES...

21 YEARS AGO—

Mr. and Mrs. W. I. English, their 14 children and their families enjoyed a delightful reunion on the Gulf Coast. Mr. English, his ten sons and other men of the party left at an early hour to go deep sea fishing and were met by the other members of the family at Choctawhatchee National Park, Fla., at noon for a delicious fish fry.

Attending were Mr. and Mrs. W. L. English, Rob English, Lee English, Marion English and children, Mary Helen and Billy, Mr. and Mrs. Harvey Locklar, all of Damascus; Mr. and Mrs. Fog English, Mr. and Mrs. James English and daughter, Minnie, Mr. and Mrs. Gus Young and son, John William, all of Elba; Mr. and Mrs. John Lee English and children, John Lee Jr., Edwin and Charles of Ozark.

Mr. and Mrs. L. L. English of Birmingham; Charles English of Ward, Ill.; English of Lanett; Mr. and Mrs. Mack English of Luverne; Mr. and Mrs. Clyde Caldwell and children, Charles, Bettie Sue and Jacky, of Samson; Mr. and Mrs. Fred Donaldson and children, Fred Jr. and Mary Ann of Enterprise; and guests, Mr. and Mrs. John M. Borneau of Elba.

Mrs. W. T. Woodward and daughter, Olivia, of Pensacola, Fla., and Mr. and Mrs. Roy Barlow and children, Lynette and Betty Sue, and Bryce Moore spent a day with Mrs. Carl Moore and Wyndell.

With Coffee county represented on the roll of its new students, Alabama College, the State College for women, is beginning its 45th annual session. Among those from Coffee county are Misses Marjorie Brunson, Sybil Rowell and Jean Maxton Seibert of Elba, and Miss Bettie Blanche Brock of New Brockton.

have you set the date for your wedding?

Then, drop in for a copy of our bride's booklet. Contains a complete checklist of things to do until your day of days. Make an appointment for your wedding pictures now.

VIRGINIA STUDIO AND CAMERA SHOP
OPP. ALABAMA

LEGAL NOTICES

To whom it may concern and to all persons, firms or corporations who have furnished any labor, materials, feed stuffs, or supplies for the work under that certain contract between OPP BUILDING & SUPPLY CO. and the Coffee County Board of Education of Coffee County, Alabama, for the construction of certain elementary school building in the city of Kinston, Alabama, according to the terms of the contract entered into by, and between the Coffee County School Board, Coffee County, Alabama, and OPP BUILDING & SUPPLY CO., INC., and that if you have any claims for furnishing labor, materials, feed stuffs, or supplies for the work, the same should be filed within the time and in the manner prescribed and allowed by law.

OPP BUILDING & SUPPLY CO., INC.
8-31, 9-7, 9-14

NOTICE OF COMPLETION

To whom it may concern and to all persons, firms or corporations who have furnished any labor, materials, feed stuffs, or supplies for the work under that certain contract between OPP BUILDING & SUPPLY CO., INC., and the Coffee County Board of Education of Coffee County, Alabama, for the construction of that certain elementary school building in the city of New Brockton, Alabama, according to the terms of the contract entered into by, and between the Coffee County School Board, Coffee County, Alabama, and OPP BUILDING & SUPPLY CO., INC., and that if you have any claims for furnishing labor, materials, feed stuffs, or supplies for the work, the same should be filed within the time and in the manner prescribed and allowed by law.

OPP BUILDING & SUPPLY CO., INC.
8-31, 9-7, 9-14

IN RE THE ESTATE OF NEAL HUTTO, DECEASED NOTICE TO FILE CLAIMS

Notice is hereby given that the undersigned Frances Windham Hutto was duly appointed executrix of the Estate of Neal Hutto, Deceased, by the Probate Court of Coffee County, Alabama, Elba Division, on August 10, 1961. All persons having claims against said Estate are hereby notified to file the same within the time allowed by law, or else the same will be barred.

FRANCES WINDHAM HUTTO
4-14, 9-21, 9-28

Whether you're buying, selling or renting, it always pays to place a Classified Ad with The Elba Clipper.

Put Thrifty Power-

into your farm machinery with clean burning, convenient Propane Gas. Phone New Brockton 2081.

No Tank To Buy!

We furnish tank for year-round gas needs!

- ★ Cooking—
- ★ Heating—
- ★ Water Heating—
- ★ Refrigeration—
- ★ Tractor Conversion—
- ★ Tractor Carburetion—

FACTORY TRAINED MEN TO SERVICE ANYTHING WE SELL
SHORT WAVE RADIO ON EACH TRUCK

NEW BROCKTON—PHONE 2081
—Go Modern—Use Propane Gas—The Modern Fuel—

PROPANE GAS & APPLIANCE CO.

Pupil Expenditure Average In U. S. Is \$390 Per Year

National expenditures on education are well over twice that of a decade ago, now about \$800 a year per pupil, but that tells only part of the story of today's schools, according to Changing Times, the Kiplinger Magazine.

In an article in the current issue of the magazine the editors point out that while "communities that spend more give their youngsters higher quality education, which in turn pays off in higher incomes and higher tax revenues," the ultimate test is in the quality of the schools. "You may be spending a lot," the article states, "but for the wrong things, or spending so little that you couldn't possibly have the schools you need."

Recognizing that education priorities vary widely, the editors note that all districts do share certain fundamental needs, and "these have led to standards on which most educational experts and a number of citizens groups agree."

They recommend the following yard stick:

Attendance
Youngsters in the community should go to school for at least 12 years. If they don't attend regularly, or dropouts are high, better see why the schools aren't holding them.

Scope
School programs should be diversified so that all types are hoped to develop—the bright, the slow, those who are heading for college and those who are heading for jobs.

Elementary Subjects
Reading, writing and arithmetic should receive strong emphasis from the earliest grades. Elementary pupils should also be given social studies (including history and geography), science, music and art. They must gain respect for learning and intellectual values, and they must be taught that people live, think and speak in different ways.

Junior High School Subjects
All seventh and eighth grade students should take English, social studies, math, science, art, music and physical education. There should be courses in home economics and industrial arts. Algebra should be available in grade eight. Some students should be able to study a modern foreign language in grade seven. By the end of junior high even the poorest readers should be able to read at least at the sixth grade level.

High School Subjects
Requirements should include four years of English, at least one of mathematics, one of science, three to four years of social studies, including American history. At least one modern foreign language should be offered in a three-year sequence; four would be better. Advanced courses in math, chemistry, physics, social studies, and other subjects, and a second foreign language should be available for the academically talented. Commercial vocational, technical and homemaking in regular sequences should be available.

Counseling
There should be an up to date testing program throughout elementary and secondary schools, with teacher-parent cooperation in understanding the results. In junior and senior

high schools, help should be available to students in picking courses that match their abilities and plans for the future. A school should have at least one full time professional counselor for every 300 students.

Teachers
Every teacher should have a liberal education as well as substantial knowledge of the subject field or fields in which he teaches. The school system should be willing to pay at least what other school systems pay, and as much as workers get in other occupations that require a college degree (national average teacher pay is \$8,400, ranging from slightly over \$3,500 in Mississippi to nearly \$7,000 in California.)

Staff Size
In elementary schools, teachers shouldn't have classes larger than 25 pupils; in secondary schools, the teacher load shouldn't be higher than five periods a day involving a total of 125 to 150 students; English teachers should be responsible for no more than 100 students.

The school system should have a full complement of specialists, consultants and supervisors—roughly no fewer than 50 professionals (including teachers) to every 1,000 students. In high schools, a full time assistant principal is needed for every 750 pupils and a clerk or secretary for every 250 pupils.

School Size
To be economical, enrollment should be at least 500 for a four year high school, 350 for a three year school, 250-300 for an elementary school.

Buildings
The construction program should be characterized by care, long-range planning. Too many districts wait until the last minute before they build. Outdoor needs generally require an acre and a half or up to 315 pupils in grades four, five and six; and around 13 acres for up to 750 pupils in grades seven and eight. Classrooms should be planned for a wide variety of learning activities, and plenty of room should be allowed for counseling, labs, and administrative use. Elementary schools as well as high schools need good libraries.

These are the criteria, according to the magazine, which will help a community decide whether it is getting its money's worth in schools.

Slow Pace Walking Uses More Energy

ATBURN—Walking at a slow rate of speed may be more tiring than walking at a normal rate, says Elizabeth Bryan, Auburn University Extension

Elba Housewife in Panel...



Over 300 suppliers, manufacturers, and Piggly Wiggly operators met in Geneva as guests of Benson Wholesale Company. One of the highlights of the meeting was a consumer panel of housewives who discussed, "What I want from my local Supermarket." The panel was moderated by Roy Mauldin, Advertising Director of Benson Wholesale Company. Panelists were (left to right) Mrs. Ben Brock, Elba; Mrs. J. E. Chancey, Enterprise; Mrs. Blakely, Georgia; Atmore; Mauldin; Mrs. Lenora Rupe, Blakely, Georgia; Mrs. Annette Wiles, DeFuniak Springs, Florida; Mrs. Fern Powell, Dothan.

Service home management economist.

The Clothing and Housing Research Division at Beltsville, Md., investigated the energy requirements of women. They hope to develop energy-saving methods connected with routine household operations, the economist points out.

In covering a certain distance, notes Miss Bryan, the women used more calories at a slow rate than going faster. They probably used more energy at the slow speed because in taking more steps they lifted the body more times, she adds. However, they used more calories per hour while walking at the faster rate.

The women also used more energy when they made turns every 10 feet while walking than when they walked in a straight line.



Nothing like a steadily growing savings account to put you in a position to take an occasional "bad break" (we all get 'em) in stride. Also helps you take full advantage of any "good breaks" you get!

FIRST FEDERAL Savings & Loan Assn. of Coffee County
—Phone TW 7-2231—

YOU NEVER SAW THIS NEWSPAPER

Thrown into the gutter or a waste basket before it was read, did you? But waste baskets and gutters are constantly being filled with unopened, expensive direct advertising, sales ammunition shot into the air.

A newspaper always commands an audience with prospective customers. It is never thrown aside without first being read from "kiver to kiver". Then it is borrowed by the neighbors.

That's why intelligent, attractive newspaper advertising is accepted as the most effective form of advertising your business.

An advertisement in this paper will reach over 75 per cent of the buyers in the local trade territory. We do the mailing and pay the postage.

FIRST BAPTIST CHURCH Elba, Alabama

—Dr. J. E. Southerland, Interim Pastor—
9:45 A.M.—Sunday School
11:00 A.M.—Worship Service
6:30 P.M.—Baptist Training Union
7:30 P.M.—Worship Service
7:30 P.M.—Wednesday, Prayer Service

CHURCH OF CHRIST Elba, Alabama

—CURTIS DUKE, MINISTER—
10:00 A.M.—Bible Study
11:00 A.M.—Worship Service
7:30 P.M.—Evening Worship
3:30 P.M.—Tuesday, Ladies Bible Class
7:30 P.M.—Wed., Midweek Bible Study.

WESTSIDE BAPTIST CHURCH Elba, Alabama

—REV. WELBY BOZEMAN, PASTOR—
9:45 A.M.—Sunday School
11:00 A.M.—Worship Service
6:30 P.M.—Baptist Training Union
7:30 P.M.—Worship Service
7:30 P.M.—Wednesday, Prayer Meeting

FIRST METHODIST CHURCH New Brockton, Alabama

—REV. FRED L. HOSEY, PASTOR—
9:45 A.M.—Church School
11:00 A.M.—Worship Service
6:00 P.M.—Methodist Youth Fellowship
7:00 P.M.—Training Union
7:00 P.M.—Wednesday, Prayer Meeting

CHURCH OF GOD Elba, Alabama

—REV. DARRELL LETT, PASTOR—
9:45 A.M.—Sunday School
11:00 A.M.—Worship Service
7:30 P.M.—Worship Service
7:30 P.M.—Thurs., Young People's Service

ASSEMBLY OF GOD Kinston, Alabama

—REV. ALBERT GLASS, PASTOR—
9:45 A.M.—Sunday School
11:00 A.M.—Worship Service
8:00 P.M.—Young People's Service.
7:00 P.M.—Evening Worship
7:00 P.M.—Thursday, Prayer Meeting.

BETHLEHEM BAPTIST CH. of Victoria

—REV. HUEY ZIGLAR, PASTOR
10:00 A.M.—Sunday School
11:00 A.M.—Worship Service
6:00 P.M.—Training Union
7:00 P.M.—Evening Worship.

Wise Mill ASSEMBLY OF GOD CHURCH Elba - Brundidge Highway REV. DALLAS BRYANT, PASTOR

10:00 A.M.—Sunday School
11:00 A.M.—Worship Service
6:00 P.M.—Young People's Service.
7:00 P.M.—Evening Worship.

NEW HAVEN BAPTIST CH. Rt. 3, Elba, Alabama

—REV. ELMER DAVIS, PASTOR—
10:00 A.M.—Sunday School
11:00 A.M.—Worship Service
6:30 P.M.—Training Union
7:30 P.M.—Worship Service
6:30 P.M.—Wednesday, Prayer Meeting.

KINGDOM HALL JEHOVAH'S WITNESSES Elba-New Brockton Highway —JAMES PRYOR, MINISTER—

3:00 P.M.—Sunday, Watchtower Study
7:30 P.M.—Wed., Area Study, Home of E. Davis.
7:30 P.M.—Thursday, Ministry School
8:30 P.M.—Thursday, Service Meeting

ZION CHAPEL BAPTIST CH. Zion Chapel, Alabama

—REV. W. R. FULLER, PASTOR—
10:00 A.M.—Sunday School
11:00 A.M.—Worship Service
6:00 P.M.—Baptist Training Union
7:00 P.M.—Worship Service
7:00 P.M.—Wednesday, Prayer Meeting

HEBRON BAPTIST CHURCH

—REV. W. M. RAYBORN, PASTOR—
10:00 A.M.—Sunday School
11:00 A.M.—Worship Service
6:30 P.M.—Training Union
7:30 P.M.—Worship Service
7:00 P.M.—Wednesday, Prayer Service.



The Unquestioned Compulsion

Years ago there were many who disputed the novel idea of free and compulsory public education. The first truancy laws were opposed as infringements on liberty.

But as our children return this fall to schools that will mold their growing minds—does a single parent complain?

I believe in sound religious education, as well. The molding of the character should keep pace with the molding of the mind.

Naturally I never want my government to exercise compulsion in this sacred area. And my Church, while it offers a complete curriculum of religious training, does so on a free and voluntary basis.

But I'm a parent! And, though I find that example and encouragement usually suffice, I'm not above telling Johnny,

"YES, SON, YOU HAVE TO GO TO SUNDAY SCHOOL!"

As a child begins to see the importance Faith has in our lives and in the strength of our nation... you'll be surprised how quickly this becomes an unquestioned compulsion.

The Church is the greatest factor on earth for the building of character and good citizenship. It is a strong Church, another device. There are four sound reasons why every person should attend services regularly and support the Church, (1) For the sake of the children, (2) For the sake of the community, (3) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

THE CHURCH FOR ALL... ALL FOR THE CHURCH

Day	Book	Chapter	Verses
Sunday	Proverbs	2	1-9
Monday	Proverbs	2	10-28
Tuesday	II Timothy	1	1-7
Wednesday	Psalm	119	9-16
Thursday	Psalm	119	17-24
Friday	Proverbs	4	1-9
Saturday	I Kings	3	1-4

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ELBA METHODIST CHURCH Elba, Alabama

—REV. R. I. LAWRENCE, PASTOR—
9:45 A.M.—Sunday School
11:00 A.M.—Worship Service
6:00 P.M.—Methodist Youth Fellowship
7:00 P.M.—Worship Service
7:00 P.M.—Wednesday, Prayer Meeting.

FIRST ASSEMBLY OF GOD Elba, Alabama

—REV. W. A. THOMAS, PASTOR—
9:45 A.M.—Sunday School
11:00 A.M.—Worship Service
6:00 P.M.—Young People's Service
6:00 P.M.—Evening Worship
7:00 P.M.—Wednesday, Prayer Meeting

FIRST BAPTIST CHURCH New Brockton, Alabama

—REV. C. M. MEZICK, PASTOR—
9:45 A.M.—Sunday School
11:00 A.M.—Worship Service
6:30 P.M.—B.T.U.
7:30 P.M.—Worship Service
7:30 P.M.—Wednesday, Prayer Meeting

CHURCH OF CHRIST Danley Cross Roads

—NED YOUNG, MINISTER—
9:30 A.M.—Sunday, Bible Study

KINSTON METHODIST CH. Kinston, Alabama

—REV. CECIL RYLAND, MINISTER—
Second and Fourth Sundays only.
10:00 A.M.—Sunday School
11:00 A.M.—Morning Worship.
6:00 P.M.—MYF.
7:00 P.M.—Evening Worship.

FIRST BAPTIST CHURCH Kinston, Alabama

—REV. DON BILBARY, PASTOR
9:00 A.M.—Sunday School
11:00 A.M.—Morning Worship Service.
6:00 P.M.—Training Union.
7:00 P.M.—Evening Worship.
7:00 P.M.—Wednesday, Prayer Meeting.

MT. GILLEAD BAPTIST CH. —H. B. YATES, PASTOR—

10:00 A.M.—Sunday School
11:00 A.M.—Worship Hour.
6:30 P.M.—Training Union.
7:30 P.M.—Worship Hour.
7:00 P.M.—Wednesday, Mid-Week Prayer.

LIBERTY METHODIST CH. —REV. CECIL RYLAND, PASTOR—

10:00 A.M.—Sunday School
11:00 A.M.—Worship Hour.
7:00 P.M.—Worship Hour.
Worship Hours for First Sunday Only.

Woodland Grove Baptist Church REV. RONNIE JACKSON, PASTOR—

SOCIETY - NEWS - SECTION

BY MRS. WILL KENDRICK

—Society Editor—

PHONE TW 7-2735

Miss Sybil Marie Raybon Becomes Bride Of Mr. Spurlin In Double Ring Rites

Miss Sybil Marie Raybon, daughter of Mr. and Mrs. Edward Raybon of Brantley, became the bride of Mr. Glen Frank Spurlin, son of Mrs. J. Riley Spurlin and the late Mr. Spurlin, formerly of Elba, at an evening ceremony Sunday, Sept. 10 at 7:30 p.m. in the home of his brother, the Rev. and Mrs. Johnnie B. Spurlin of Elba.

The double ring ceremony was performed by the groom's brother, the Rev. Johnnie B. Spurlin.

The living room was decorated with tall baskets of white gladiolus and white mums against a background of fern and smilax foliage. Arched candelabra held white burning tapers entwined with fern.

Miss Janie Davis of Brantley was the bride's only attendant. Her dress of pink polished cotton was styled with a Sabrina neckline and a full skirt, she carried a bouquet of pink and white asters with white satin streamers.

Kenneth McNeal of Brantley served as best man.

The bride's wedding dress of white silk tulle was designed with a Sabrina neckline and a full skirt overlaid with white santon tulle. Her short veil of silk illusion fell from a crown of seed pearls and sequins. Her bridal bouquet was made of white carnations and centered with a purple throat orchid.

Following the wedding ceremony, Mrs. Johnnie B. Spurlin entertained with a reception in her dining room.

The bride's table was covered with a lace tablecloth over green. The wedding cake centered the table surrounded with yellow daisies and fern and was flanked by candelabras holding white burning candles. The punch bowl was also encircled with summer flowers and greenery.

Mrs. C. E. Mack of Brantley served the punch and Miss Shirley Raybon, sister of the bride, cut the cake.

The bride couple left for a short wedding trip and upon their return they will reside in Brantley until the groom leaves with the National Guard Oct. 1 for California.

Three-In-One Study Club Has First Meet of Year

The Three - In - One Study Club met Thursday evening, last week, for the first meeting of the new club year at the home of Mrs. J. B. Taylor, Mrs.

ELBA Theatre

AIR CONDITIONED

FRI - SAT., SEPT. 15-16
DOUBLE FEATURE

—ALSO—



CARTOON

SUN.-MON., SEPT. 17-18



CARTOON

Elba Study Club Has First Meet Of New Year

The Elba Study Club held the first meeting of the new club year Wednesday afternoon, last week, at the home of Mrs. L. S. Rainer Sr. with Mrs. W. M. Ringdorf as co-hostess.

Potentialities of the middle years was the program topic. Mrs. W. P. Windham gave a paper on "Problems of the Middle Aged Women". Miss Eunora Farris' subject was "Physical, Social, and Economic Adjustments".

The hostesses served a dessert plate. Members present were Mrs. W. C. Braswell, Mrs. Fox Brunson, Miss Mabel Brunson, and Mrs. George Collier.

In addition to those named, club members present were: Mrs. Kasper Anderson, Mrs. Baxter Bryan, Mrs. L. A. Boyd, Mrs. Wm. Bullard, Mrs. Clark Dorsey, Miss Gladys Clark, Mrs. James English, Mrs. Cleo Hawkins, Mrs. J. W. Kendrick, Mrs. L. P. Morrow, Mrs. Price Rinsco, Mrs. Sam Rowe, Mrs. Sam Sawyer, Mrs. J. D. Whitman and Mrs. Curtis Duke.

BWC Royal Service Program Given By Mrs. Kendrick

Mrs. Fleetwood Carnley was hostess to the BWC Monday evening, last week. Mrs. Cecil Prescott presided and Miss June Ray Jones gave an open ing devotion.

Mrs. J. W. Kendrick gave the Royal Service program. Following the program, Mrs. Carnley invited the group to her patio where a delicious cook-out supper was served.

Members present with the ones named were Mrs. Oswald Dowling, Mrs. Bessie Bullard, Miss Gladys Clark and Miss Edwin Bezone.

PERSONALS

Mr. and Mrs. Phil Collier and children of Montgomery, visited their parents, Mrs. George Collier and Mr. and Mrs. S. S. Edmondson during the week-end.

Mrs. Bibb Jones of Ozark, was a guest of her parents, Mr. and Mrs. L. J. Dismukes Sunday.

Mrs. J. D. Carmichael of Enterprise was a guest of her daughter, Mrs. Mayo Prescott Saturday.

Mr. and Mrs. Earl Wilkinson of Ozark were guests of Mrs. Wilkinson's Aunt, Mrs. Mayo Prescott during Labor Day weekend.

Mr. and Mrs. Dykes Meredith and sons of Jackson, Miss., visited friends in Elba Friday until Monday.

Mrs. Julia Sanders of Birmingham was a guest of Mrs. J. M. Garrett last week.

Mrs. Frank Danford and children of Enterprise spent Sunday with Mrs. Danford's parents, Mr. and Mrs. A. D. Fuller.

Mr. and Mrs. Jerry Cogan have recently gone to Pensacola to make their home. Mr. Cogan has a position with a Pensacola radio station.

Mr. and Mrs. W. O. Kent, of Shawmut, Ala., visited Mrs. Kent's sister, Miss Gladys Clark last week.

Mrs. Bessie Bullard and Billy Bullard recently visited Mr. and Mrs. Bobby Bullard in Aberdeen, Miss. They were accompanied by Heath Bullard who had been visiting in Elba with his grandparents, Mrs. Bessie Bullard and Mr. and Mrs. Kermit Crook.

Miss Martha Cooper, who has recently enrolled at a nurses training school in Mobile spent the weekend with her parents, Mr. and Mrs. Wes Ham.

Mr. and Mrs. Fulton Spurlin spent a few days at Sunnyside Beach last week.

Miss Mary Glen Ham of Pensacola spent last weekend with her parents, Mr. and Mrs. J. P. Ham.

Mr. and Mrs. Tom Danford announce the birth of a son, Stephen Van, born Aug. 22 in Gibson hospital in Enterprise. Grandparents are Mr. and Mrs. John W. Stephens and Mrs. Erin Danford.

Mr. and Mrs. Jim Frank Ham and Kimmy have returned from a visit to Capt. and Mrs.

C. L. Gravat in Rantoul, Ill. Mrs. Gravat is the former Miss Betty Jo Ham.

Miss Henriette Dorsey left Wednesday to enter Gulfport College, Gulfport, Miss.

Tommy Vaughan, Kinney Ham, and Lawaha Padgett have resumed their college work at Alabama University.

Bobby Innan, Mary John Smith, and Tommy Morrow have enrolled as freshmen at Alabama University.

Malcolm English, Jimmy Harrison, Patsy Mathis, Ella Kate Allen and Yvonne Bryan have entered Troy State College.

Miss Johnnie Sue Stephens has returned to Robertsdale, Ala., to resume her duties as teacher for the second year in the high school there. She attended graduate school at Troy State College this summer.

The Rev. and Mrs. Dan DuBoise of Clanton, Ala., visited Mr. and Mrs. E. F. Lunsford last Wednesday.

Mr. and Mrs. H. H. Swain and Mr. and Mrs. E. F. Lunsford spent Labor Day with Mr. and Mrs. M. V. Swain and Mrs. Frank Andrews at Port Walton.

Mrs. Gordon Swain and children, Tommy, Linda, and Dickie, Mrs. George Shaw, and Miss Linda Davis of Alexandria, Virginia visited Mr. and Mrs. H. H. Swain and Mr. and Mrs. E. F. Lunsford last week.

Dr. and Mrs. E. M. Warr and Sara accompanied Janet to Birmingham Saturday, Janet left by train Sunday for Bristol, Tenn., where she will attend Sullivan College for her freshman year.

Get the Clipper Reading Habit

The Thrifty HOUSEWIFE KNOWS SHE PROFITS FROM ADVERTISING!

She Has Found From Experience that she fares Better When She Buys From Those Stores Which Advertise Regularly in Newspapers!



The Wise MERCHANT KNOWS HE PROFITS FROM ADVERTISING!

No business has to advertise. An experienced ad man is the first to disagree with the oft-repeated statement that 'You have to advertise.' Because you don't. But the most successful merchants are those who advertise. Because they want to let their customers know about their latest values and they have no fear to let their competitors know the same as their customers.

There are definite rules how to use it and the first rule is to budget the advertising the same as to budget the rent, payroll, gas, lights and water. Regular advertising is the keynote. No longer is advertising for clearance sales only. Customers want to know about regular price line merchandise too.

And there must be some reason why there is more advertising done in newspapers than in any other media. In fact, there is as much advertising done in newspapers as in the next highest three media combined.

All advertising is good, some better than others!



The Elba Clipper

GOODMAN NEWS AND EVENTS

BY MRS. IRA ALLEN

Mr. J. P. McWaters is in Missouri for medical treatment.

Congratulations to the following parents on the arrival of their new babies:

Anderson
Mr. and Mrs. Charles Anderson, a daughter, Tuesday, Aug. 22, at Mizell Memorial Hospital. Opp named Anita Faye. Grandparents are Mr. and Mrs. Arlie Sasser of Goodman and Mr. and Mrs. Mose Anderson of Harrison community.

Marsh
Mr. and Mrs. Joel Marsh, a daughter, Tuesday, Aug. 22, at Gibson Hospital, Enterprise. Grandparents are Mr. and Mrs. Bill Marsh, and Mr. and Mrs. Olin Watkins of Goodman.

McIntosh
Mr. and Mrs. Fred McIntosh, a daughter, Debra Lynn, Aug. 22, at Gibson Hospital, Enterprise. Grandparents are Mrs. Grover McIntosh and the late Mr. McIntosh of New Home.

Miss Joann Langham of Mobile is visiting her parents, Mr. and Mrs. Floyd Langham and Floy.

Mr. J. D. Phelps visited Mr. and Mrs. Eddie Whigham and family Monday afternoon.

Mrs. Grady Anderson and Mike visited her parents, Mr. and Mrs. Jesse Sessions of Fairview Sunday afternoon.

Mr. and Mrs. Bobby Stewart and son of Birmingham have returned to their home after a week's visit with her parents, Mr. and Mrs. Gorman Wilson.

Mrs. Mary Ketchie and children of Tampa, Fla., visited her brother and sister-in-law, Rev. and Mrs. Woodrow Wilson and children last week.

Mr. and Mrs. Frank Jones visited Mr. Wilburn Johnson at Geneva hospital Sunday.

Mrs. Grover Wilson of Birmingham have spent several days recently with her son and daughter-in-law, Mr. and Mrs. Gorman Wilson.

Mrs. Mary Rowe and Jane, a daughter, Tuesday, Aug. 22, at Mizell Memorial Hospital. Opp named Anita Faye. Grandparents are Mr. and Mrs. Arlie Sasser of Goodman and Mr. and Mrs. Mose Anderson of Harrison community.

Mr. and Mrs. Bobby Jones and Burns of Montgomery are visiting Mr. and Mrs. J. P. McWaters and Mrs. Anna Paramore Tuesday afternoon.

Mr. and Mrs. Ralph Walden and family of Albany, Ga., visited Mrs. Walden's parents, Mr. and Mrs. Odie Jones Thursday.

Mrs. Hubert Rogers, Mike and Grace, Mrs. Alda Vaughn, Kenneth and Carolyn of Elba, visited Mr. and Mrs. J. P. McWaters and Mrs. Anna Paramore Tuesday afternoon.

Mr. and Mrs. John Bradley, Mr. and Mrs. George Bradley and Grace Sellers visited Mr. and Mrs. Rufus Bradley in Montgomery Tuesday. Mrs. Rufus Bradley underwent surgery at Jackson hospital in Montgomery Tuesday.

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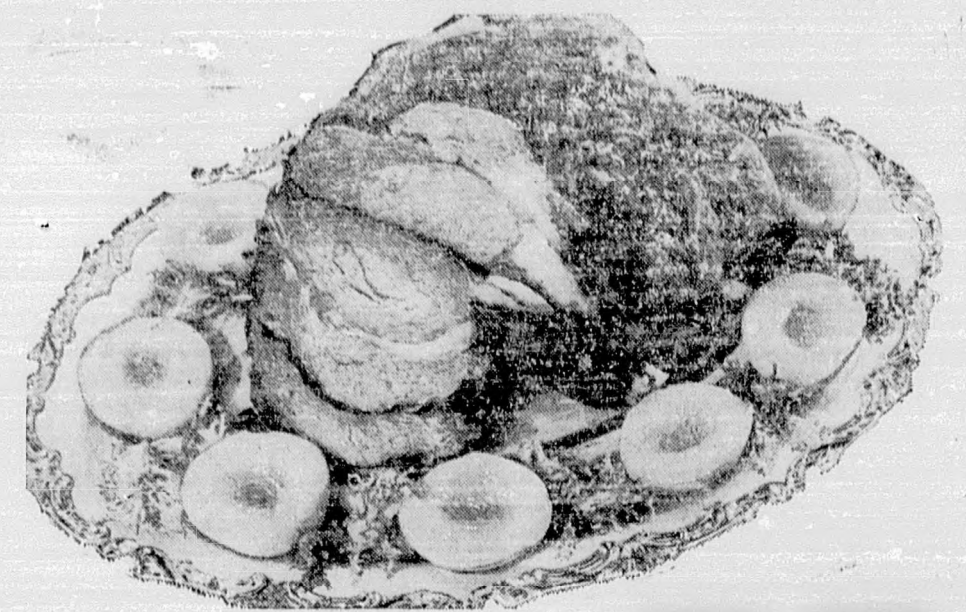
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PRICES EFFECTIVE SEPTEMBER 14, 15, 16



SWIFT'S PREMIUM SMOKED

HAM Shank Portion
POUND... 39¢

BUTT PORTION HAM LB. 49¢

STOKELY'S TOMATO CATSUP 3-14 Oz. Btles 69¢

STOKELY'S TOMATO JUICE 46 Ounce Can 33¢

RED OR GOLDEN HAWAIIAN PUNCH 46 Oz. Can 37¢

STOKELY FRUIT COCKTAIL No. 303 Can 27¢

AUNT JENIMA GRITS 1 1/2 POUND BOX- 10¢

COME IN FOR OUR purse saver specials

FEATURING MONEY SAVING VALUES

Swan LIQUID active a/l GIANT SIZE 69¢

WISK 66¢

Praise 34¢

Vim 63¢

Praise 34¢

Vim 63¢

Praise 34¢

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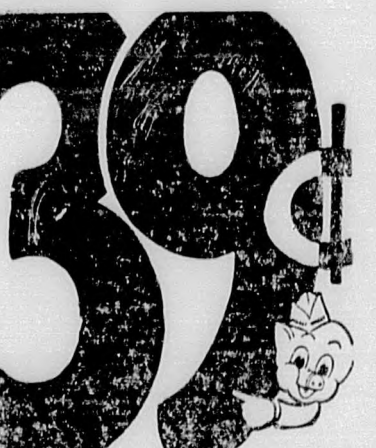
Praise 34¢

Vim 63¢

Praise 34¢

Vim 63¢

Praise 34¢



STOKELY FROZEN 69¢

STOKELY FROZEN 59¢

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The Best Meat In Town!!!

SUNNYLAND

Franks 39¢

12 OUNCE PKG.

Economy SMOKED Sausage 99¢

3 POUNDS...

USDA Good Mature Beef

Brisket Stew \$1.11

4 POUNDS...

MATCH OR MIX... MEAT \$1.11

BOLOGNA OLIVE LOAF 4 6 Oz. Pkgs.

PICKLE LOAF 4 6 Oz. Pkgs.

CHEESE LOAF 4 6 Oz. Pkgs.

—VACUUM PAK—

NABISCO'S LORNA DOONE SHORT BREAD 3 FOR \$1.00

KRAFT'S PARKAY MARGARINE 1 lb. Carton 27¢

PILLSBURY SESAME GOLDEN DINNER ROLLS Pkg. 25¢

RONCO ELBOW MACARONI 2-8 Oz. Pkgs. 29¢

STAR KIST GREEN LABEL TUNA 1/2 Size Can 35¢

STOKELY FROZEN 69¢

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MEMBER
ALABAMA PRESS
ASSOCIATION

VOLUME 64—

ELBA, ALABAMA, THURSDAY, SEPT. 21, 1961

10 CENTS PER COPY

—NUMBER 17

Dorsey Seminar
In Montgomery
Widely Attended

Dorsey distributors and their salesmen came from all parts of the country to participate in the sales seminar Thursday and Friday, last week, in Magnolia Room at Holiday Inn, Montgomery.

George L. Collier, Dorsey Trailers President, and Executive Vice President T. K. Dorsey, greeted arrivals who came from as far as Arizona and Wisconsin.

Stress Quality, Not Price
In his keynote address, Mr. Collier told the group that "Dorsey does not build a price trailer. We strive," he emphasized, "to build a quality trailer of which your customers, you and your salesmen, and we at Dorsey can be truly proud."

Enthusiasm ran high among the distributors, many of whom related incidents in which customers who bought Dorsey trailers from them proclaimed Dorsey design, engineering and construction far superior to that of competitive makes.

New Models
Highlights of the seminar were previews of new models of trailers developed by Dorsey Trailers, and others in the research stages. A tour of the Dorsey plant at Elba was made by the distributors Saturday, Sept. 16. The Dribble Riveing Machine, exclusive with Dorsey in the trailer industry, drew wide attention from the group who saw the mammoth machine in operation and why the unique aircraft type of riveting results in 40 percent greater strength in joints than is possible with manual riveting.

The seminar was conducted by Frank Mulatz, Dorsey District Manager, Dorsey Trailers, and others in the research stages. A tour of the Dorsey plant at Elba was made by the distributors Saturday, Sept. 16. The Dribble Riveing Machine, exclusive with Dorsey in the trailer industry, drew wide attention from the group who saw the mammoth machine in operation and why the unique aircraft type of riveting results in 40 percent greater strength in joints than is possible with manual riveting.

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